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Message Text

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ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 EB-07 /018 W
---------- 024986
R 082230Z JAN 76
FM AMEMBASSY MEXICO
TO SECSTATE WASHDC 2226

UNCLAS SECTION 1 OF 2 MEXICO 0218

FOR COMMERCE BIC/OIM - PORTER CLARY

EO 11652: NA
TAGS: ELTN, BEXP MX
SUBJECT: RAILROAD TECHNICAL SALES SEMINAR, JUNE 1-3, 1976

REF PARSONS-CLARY TELCON JAN. 6, 1976

1. AS DISCUSSED REFTELCON, THERE FOLLOWS A LIST OF COMPANIES THAT THE EMBASSY AND TRADE CENTER WILL CONTACT AS POTENTIAL PARTICIPANTS IN RAILROAD SEMINAR AND CONSEQUENTLY THEY WILL NOT BE RECRUITED AS JEEP PARTICIPANTS BY COMMERCE IN ACCORDANCE WITH PARSONS CLARY UNDERSTANDING. FOLLOWING PARTICIPANTS LIST IS DESCRIPTION OF SEMINAR WHICH WILL BE SENT TO COMPANIES. NOTE THAT FOCUS OF RAILROAD SEMINAR IS ON TECHNICAL PAPER PRESENTATION AND NOT DISPLAY, ALTHOUGH EACH PARTICIPANT WILL HAVE DISPLAY SPACE AVAILABLE, SHOULD HE DESIRE TO USE IT. FYI: BRUCE FLOHR, DEPUTY ADMINISTRATOR OF THE U.S. FEDERAL RAILROAD ADMINISTRATION HAS AGREED TO BE THE SEMINAR KEYNOTE SPEAKER.

2. PROSPECTIVE 1976 PARCIPANTS WHO PARTICIPATED IN 1975:

ACI SYSTEM CORP. (LOCAL REP)
GENERAL MOTORS CORP (LOCAL REP)
GENERAL ELECTRIC CO (LOCAL)
ATCHISON, TOPEKA AND SANTA FE RAILRAOD CO (LOCAL REP)
MISSOURI PACIFIC SYSTEM (LOCAL REP)
SOUTHERN PACIFIC TRANSPORTATION CO (LOCAL REP)
HARRIS CORP (LOCAL REP)
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WABCO (WESTINHOUSE AIR BRAKE) (LOCAL REP)

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STANRAY CORP (LOCAL REP)
SERVO CORP OF AMERICA (U.S.)
UNION TANK CAR CO (LOCAL REP)
INCA CORP (U.S.)
ACF INC.
MINER ENTERPRISE, INC. (LOCAL REP)
PROSPECTIVE 1976 PARTICIPANTS WHO DID NOT PARTICIPATE
IN 1975:

TIGER INTERNATIONAL (LOCAL REP)
PULLMAN-STANDARD (U.S.)
GENERAL RAILWAY SIGNAL CO (U.S.)
FREIGHTMASTER (U.S.)
KEYSTONE INDUSTRIES (U.S.L
THE GREEG CO, LTD (U.S.)
CAM INDUSTRIES (U.S.)
DEC (LOCAL REP)
THE TIMKEN CO (LOCAL REP)
ABEX CORP
RAILWAY AGE (SIMMONS-BOADMAN PUBLISHING CORP)
MIDLAND-ROSS CORP (NATIONAL CASTINGS DIV)

3. DESCRIPTION OF TECHNICAL SALES SEMINAR FOR THE
MEXICAN RAILROAD INDUSTRY, JUNE 1-3, 1976.

OBJECTIVE
TO PRESENT TO THE MEXICAN RAILROAD INDUSTRY TECHNICAL
INFORMATION WHICH WILL CONFIRM THE HIGH LEVEL OF
TECHNOLOGY IN AMERICAN INDUSTRY, PROMOTE THE SALES OF
US RAILWAY EQUIPMENT IN THE EXICAN MARKET AND FURTHER
STRENGTHEN THE PRESENT GOOD RELATIONS BETWEEN US RAIL-
ROAD INDUSTRY AND THE MEXICAN INDUSTRY.

MARKET
THE MEXICAN RAILROADS, ALL GOVERNMENT CONTROLLED, HAD
A BUDGET OF $210 MILLION IN 1975. THIS INCLUDES OVER
$20MILLION IN THE AREA OF COMMUNICATIONS. AN EXIM
BANK LOAN HAS BEEN MADE FOR $50 MILLION. IN ADDITION
TO THE NEW LINE LINKING THE LAZARO CARDENAS STEEL COM-
PLEX WITH THE PACIFIC RAILWAY, GROWTH PROSPECTS INCLUDE
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A WORLD BANK LOAN AND MAJOR PROJECTS SUCH AS A CONTAINER
TRAIN SYSTEM ACROSS THE ISTHMUS OF TEHUANTEPEC AND A
SUBURBAN PASSENGER SYSTEM FOR MEXICO CITY. THE NEW
MEXICAN PRESIDENTIAL ADMINISTRATION TO BEGIN IN DECEMBER
1976 IS EXPECTED TO INITIATE NEW LARGE SCALE PROJECTS
IN RAIL TRANSPORTATION.

SEMINAR

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THE TECHNICAL CONFERENCES WILL BE PRESENTED OVER A THREE DAY PERIOD WITH SIX PRESENTATIONS A DAY. EACH PRESENTATION WIL BE APPROX 45 MINUTES LONG. SIMULTANEOUS INTERPREATATION INTO SPANISH WILL BE RO-VIDED.

AUDIENCE
KEY OFFICIALS AND TECHNICIANS OF THE MEXICAN RAILRAOD COMPANIES WILL ATTEND. PRELIMINARY CONTACTS WITH THESE ORGANIZATIONS HAVE BEEN FAVORABLE, AND LAST YEAR'S SEMINAR AUDIENCE AVERAGED OVER 150 OFFICIALS IN CONSTANT ATTENDANCE, INCLUDING THE PRINCIPAL OFFICERS OF MEXICO'S FIVE RAILROADS.

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FACILITIES
THE TRADE CENTER WILL PROVIDE SPACE, SIMULTANEOUS INTER-PRETATION EQUIPMENT AND AUDIO-VISUAL EQUIPMENT SUCH AS 35MM SLIDE OR 16MM MOVE PROJECTORS AND TRANSPARENCY AND OPAQUE PROJECTORS.

COST
THE US TRADE CENTER WILL PROVIDE THE SPACE AND FACILITIES NECESSARY FOR THE SEMINAR. THE COST OF THE PROMOTION, RECEPTION, AND COFFEE BREAKS WILL BE PAID EQUALLY BY THE PARTICIPANTS. THE COST FOR EACH PARTICIPANT WILL BE $500.

PROMOTION
APPROX 400 INVITATIONS/PROGRAMS WILL BE DIS-

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TRIBUTED TO INTERESTED PARTIES. IT IS ASSUMED THAT
BETWEEN 150-200 PERSNS WILL ATTEND THE SEMINAR. A
RECEPTION FOR ALL ATTENDESS WILL BE HELD ON THE
EVENING OF THE OPENING DAY.

INFORMATION FOR INVITATION/PROGRAM
EACH COMPANY WISHING TO BE A PARTICIPANT MUST SUPPLY THE TITLE AND
TEXT OF A PAPER, NAME AND TITLE OF SPEAKER AND REQUIREMENTS RE-
GARDING ANY AUDIO-VISUAL PRESENTATION. PAPERS SHOULD
COVER THE MOST RECENT TECHNOLOGY AND PRODUCTS THAT THE
COMPANY HAS UNDER DEVELOPMENT. IT IS ESSENTIAL THAT
PAPERS MEET THIS CRITERION.

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DISPLAYS
ALTHOUGH THE PROMOTION WILL BE FOCUSED ON THE SEMINAR
CONCEPT, THE TRADE CENTER WILL PROVIDE DISPLAY SPACE
TO EACH PARTICIPATING COMPANY. THE TRADE CENTER PROVIDES
MERO SYSTEMS BOOTHS, TABLES, SHELVES AND CHAIRS, 120V OR 220V
ELECTRICITY, COMPRESSED AIR AND WATER (IF NECESSARY).
IT IS ESTIMATED THE AVERAGE BOOTH WOULD BE 2X3
METERS;HOWEVER, LARGER SPACE COULD EASILY BE PROVIDED.
ALL FREIGHT AND HANDLING COST WOULD BE AT THE
PARTICIPANT'S EXPENSE. THE TRADE CENTER IS AN
IN-BOND FACILITY AND DISPLAY ITEMS CAN BE TEMPORARILY
IMPORTED WITHOUT NORMAL CUSTOMS FORMALITIES.

US TRADE CENTER CONTACT

ROBERT W. MILLER, PROMOTION OFFICER
US TRADE CENTER
LIVERPOOL 31
MEXICO 6, D.F.
TEL: (OPTL 591-01-55.
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